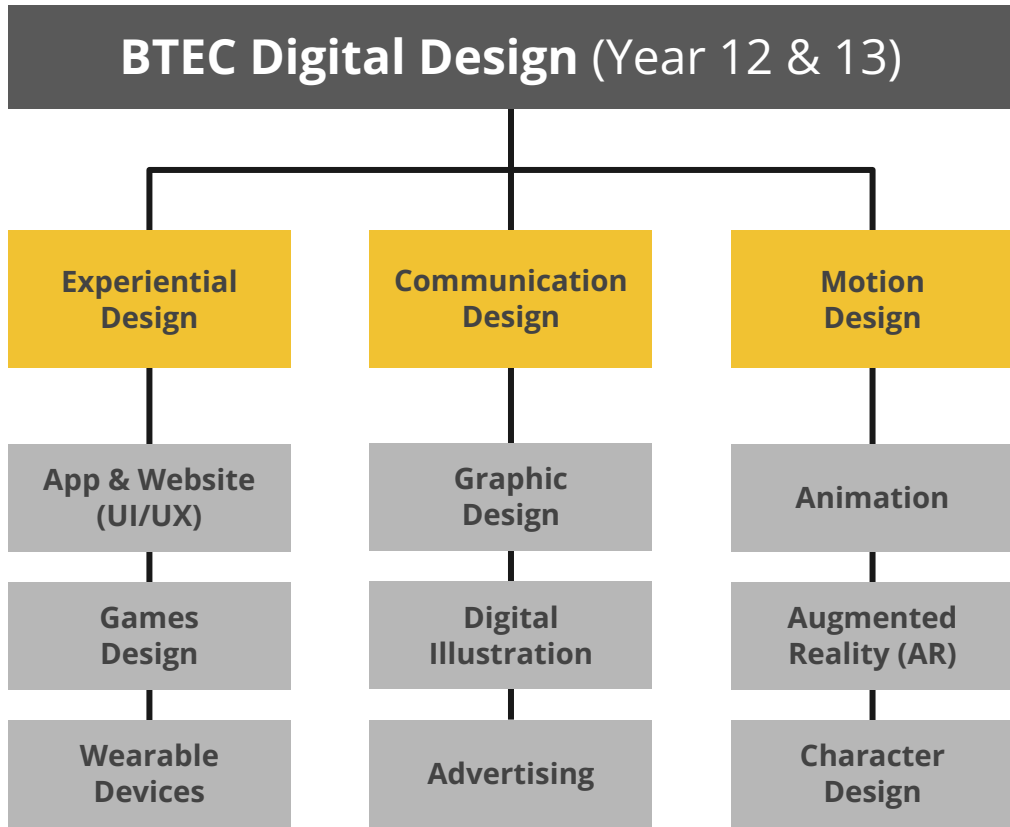# Post 16 - Level 3
BTEC Digital Design

2023/24

Course Overview

What is a BTEC?

- **British qualification *(just like GCSE)***

- **BTEC = Business and Technology Education Council**

- **Multiple levels, including BTEC Level 2 *(studied at WIS in Year 10 & 11)* and BTEC Level 3 *(studied at WIS in Year 12 & 13)***

- **More focused on <u>practical application</u> and <u>industry standard skills</u> than alternative, traditional qualifications such as IB subjects or A-Levels**

- **100 % coursework, with all units internally assessed and quality control checked by a UK based moderator**

- **Recognised pathway to further education or employment**

- **Many universities worldwide accept BTEC qualifications for entry into degree programs**

- **Employers often value the practical skills and industry-specific knowledge that BTEC graduates possess, especially in the creative industries**

BTEC Digital Design (Year 12 & 13)

Experiential Design	Communication Design	Motion Design
App & Website (UI/UX)	Graphic Design	Animation
Games Design	Digital Illustration	Augmented Reality (AR)
Wearable Devices	Advertising	Character Design

Pathways at WIS

Option 1: ID Pathway

Includes:

- Other BTEC Course (Diploma)
- BTEC Digital Design *(Sub-Diploma)*
- One HL IB Subject
- One SL IB Subject

Qualification:

BTEC International Sub-Diploma in Creative Media

(Equivalent to 1 HL IB subject or 1 A-Level subject)

Minor Units:

1 | A1 Skills Development *(50%)*
2 | A2 Responding to a Brief *(50%)*

Example:

BTEC Business (Diploma) + BTEC Digital Design (Sub-Diploma) + IB Visual Art *(HL)* + IB Biology *(SL)*

Option 2: ID Pathway

Includes:

- BTEC Digital Design *(Diploma)*
- Other BTEC course *(Sub-Diploma)*
- One HL IB Subject
- One SL IB Subject

Qualification:

BTEC International Diploma in Creative Media

(Equivalent to 2 HL IB subjects or 2 A-Level subjects)

Minor Units:

1 | A1 Skills Development *(25%)*
2 | A2 Responding to a Brief *(25%)*

Major Units:

3 | B2 Personal Progression *(25%)*
4 | B3 Creative Industry Response *(25%)*

Example:

BTEC Digital Design *(Diploma)* + BTEC Engineering *(Sub-Diploma)* + IB English *(HL)* + IB Biology *(SL)*

Option 3: IBCP Pathway

Includes:

- BTEC Digital Design *(Diploma)*
- Two HL IB Subjects
- One SL IB Subject

Qualification:

BTEC International Diploma in Creative Media

(Equivalent to 2 HL IB subjects or 2 A-Level subjects)

Minor Units:

1 | A1 Skills Development *(25%)*
2 | A2 Responding to a Brief *(25%)*

Major Units:

3 | B2 Personal Progression *(25%)*
4 | B3 Creative Industry Response *(25%)*

Example:

BTEC Digital Design *(Diploma)* + IB Visual Art *(HL)* + IB Maths (HL) + IB Psychology *(SL)*

BTEC Unit Content

Minor Units

Major Units

Year 12

A1 Skills Development

In this unit, students complete a wide range of teacher-led design briefs, covering a variety of disciplines such as Graphic Design, Illustration, Animation, UI/UX Design, Advertising, Digital Marketing, Character and Games Design. Students also complete an 'open-choice' project, writing their own design brief and working in their chosen discipline.

B1 Personal Progression

In this unit, students research several career pathways and further education (University) programmes of study. They set personalised goals towards achieving one specific career pathway. Students also produce a range of personal promotion outcomes such as a brand identity, illustrated CV, online portfolio and personal statement in preparation for their University application interviews.

Year 13

A2 Responding to a Brief

In this unit, students respond to a design brief written by Pearson (BTEC examination board). The brief is open in terms of specialist outcome, therefore students can respond in a medium of their choice, focusing on their primary discipline. This evidence is included in their University portfolio.

B3 Creative Industry Response

In this unit, students work with a real, HK based client to produce a response to a client set design brief. Students follow the usual stages of the design cycle, including pitching their response to the client and acting on continued feedback. This unit aims to prepare students for a career in industry and the skills required to work on real projects.

BTEC Unit Assessment

In each unit, students are graded against 5 criteria. Each criteria is awarded a Pass, Merit or Distinction.

1 | **Informing Ideas** — Primary & secondary research, gathered to inform each stage of the design process.

2 | **Problem Solving** — Ability to generate original ideas, problem solve, test & experiment in response to a brief.

3 | **Technical Skill** — Skillful application of software, materials, techniques and processes to produce a creative solution.

4 | **Professional Practice** — Ability to meet interim deadlines & demonstrate professional behaviour to manage the project.

5 | **Communication** — Ability to communicate visually & verbally with the target audience, clients, peers and teachers.

Career Links

Digital Design Careers

UI or UX Design

Games Design

Fashion Promotion

VR & AR Reality

Advertising

Digital Illustration

Digital Marketing

Graphic Design

Comic Art

Animation

A small sample of possible career opportunities for BTEC Digital Design students

Example Career Progression

5 — Agency Owner
Owner of the design agency, employing all other staff and earning company profits.

4 — Creative Director

3 — Senior Designer
Progression opportunities within the agency. Higher ranked roles work with bigger clients.

2 — Mid-Weight Designer

1 — Junior Designer
University Graphic Design graduate, hired into a junior position, working with smaller clients.

3 or 4 year degree BA (Hons) degree in Graphic Design*

*Example career progression for Graphic Designer working in a large design agency such as Turner Duckworth, London.

University Studies

What does a 'top' design University look like?

- **Is not part of the Russell Group/Ivy League etc.**

- A range of modern, 'future thinking' technology led courses

- **Strong connections with the design industry**

- Includes a professional placement year (4 year sandwich degree course)

- **Has award winning students & lecturers (D&AD pencil winners)**

- Lecturers with vast industry experience themselves

- **Wide range of facilities, equipment & creative studios**

Entry Requirements

Quality Portfolio

Virtual Interview

UCAS Points *and/or* IB Grades

GCSEs Grades or English language test

The key element for entry onto a creative degree course is a portfolio of design work.

UCAS Points	BTEC Diploma	BTEC Sub-Diploma	IB HL	IB SL	Reflective Project
112	D*D*				
104	D*D				
95	DD				
80	DM				
64	MM				
56		D*	7		
48	MP	D	6		
40					
32	PP	M	5		
28				7	
24			4	6	
16		P		5	
12			3	4	A
10					B
8					C
6				3	D
4					E

ID/IBCP grades can be converted into UCAS points for UK University applications *(UCAS is not applicable outside of the UK)*

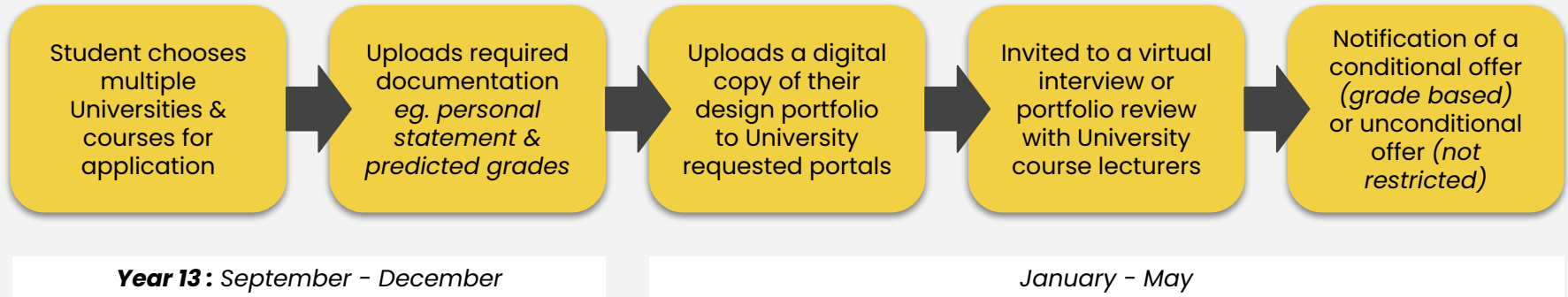**IBCP Grades > UCAS Points (Example):**

BTEC Digital Design (Diploma)	D*D
IB English (HL)	6
IB Biology (HL)	5
IB Visual Arts (SL)	5
Reflective Project	C

Total UCAS Points = 208
(UK creative degree average is between 80-128 points)

Students who expect to apply out of UK (Europe, US, Canada & Australia etc.) should consider studying IB English & IB Visual Arts on the ID/IBCP pathway to strengthen their application. However, every application is a case-by-case basis.

Standard Application Progress

| Student chooses multiple Universities & courses for application | → | Uploads required documentation *eg. personal statement & predicted grades* | → | Uploads a digital copy of their design portfolio to University requested portals | → | Invited to a virtual interview or portfolio review with University course lecturers | → | Notification of a conditional offer *(grade based)* or unconditional offer *(not restricted)* |

Year 13 : *September - December* | *January - May*

Students studying a Level 3 BTEC International Diploma in Digital Design are supported by teaching staff for the duration of this process.

Students completing the major unit B1: Personal Progression prepare the majority of this evidence as part of their coursework.

Portfolio Evidence

The common requirement for creative courses at Universities worldwide is a portfolio of past and present design work. This is the primary component of the application progress.

- **Examples of work created in a range of media and mediums, both digital and traditional.**

- **Problem-solving skills, ideation processes and your passion for Design.**

- **Ability to research and translate your thoughts to a finished idea.**

- **Used as a point of discussion during the portfolio review/interview**

- **Method of visually communicating skills and particular interests.**

- **Universities look for potential - not the finished article.**

Digital Design - Universities List

View

BTEC International Level 3 Diploma in Creative Media *(Digital Design Units)*					
List of the top Digital Design related Universities and courses in UK *(This list is not exhaustive or ranked in order)*					
University Name	**Location**	**Course**	**UCAS Code**	**UCAS Points**	**GCSE**
University of the Arts, London	London	BA (Hons) Graphic Branding & Identity	W213	80	Minimum 3 GCSE's, grade 4/C or above, including English Language
		BA (Hons) Graphic Communication	W215	80	
		BA (Hons) Animation	W617	96	
		BA (Hons) User Experience Design	I140	80	
		BA (Hons) Illustration & Visual Media	WPF3	80	
		BA (Hons) Illustration	W222	80	
University of Central Lancashire, UK	Preston	BA (Hons) Animation	WW27	96	Minimum 5 GCSE's, grade 4/C or above, including Maths & English
		BA (Hons) Graphic Design	W210		
		BA (Hons) Illustration	W225		
University for the Creative Arts, UK	Farnham or Epsom	BA (Hons) Animation	W615	112	Minimum 4 GCSE's, grade 4/C or above, including English Language
		BA (Hons) Advertising	N561		
		BA (Hons) Digital Marketing & Social Media	P304		
		BA (Hons) Digital Media & Magazine Publishing	WP25		
		BA (Hons) Graphic Design	W217		
		BA (Hons) Illustration	W220		
		BA (Hons) Comic & Concept Art	W223		
		BA (Hons) Games Animation	W281		
		BA (Hons) Games Arts	W280		
		BA (Hons) Fashion Branding & Communication	WN65		
		BA (Hons) Virtual & Augmented Reality	I700		
School of Digital Arts	Manchester	BA (Hons) Animation	D367	104	GCSE Grade 4/C in English Language
		BA (Hons) Illustration with Animation	W217		
		BA (Hons) Future Media Production	WFM1		
		BA (Hons) Game Art	WGA1		
		BSc (Hons) Games Design	WGD1		
		BSc (Hons) User Experience	WUE1		
Nottingham Trent University, UK	Nottingham	BA (Hons) Animation	W213	104	GCSE Grade 4/C in English Language and Maths
		BA (Hons) Content Creation	P324		
		BA (Hons) Graphic Design	W211		
		BA (Hons) Illustration	W220		
		BA (Hons) Motion Graphics	W212		
		BA (Hons) Games Art	P323		
Sheffield Hallam University, UK	Sheffield	BA (Hons) Graphic Design	W210	112	GCSE Grade 4/C in English Language or Literature
		BA (Hons) Illustration	W220	112	
		BA (Hons) Animation	W615	96	
		BA (Hons) Digital Media Production	W212	96	
		BA (Hons) Game Art	W280	96	
		BA (Hons) Game Design & Development	A112	96	

WIS Students - Case Studies

Student 1

ID Pathway
BTEC Art & Design
BTEC Business
IB Film (SL)

BA (Hons) Graphic Design
Edinburgh Napier University

-DD in BTEC Art & Design
- P in BTEC Business

Student 2

IBCP Pathway
BTEC Art & Design
IB English Lang/Lit (HL)
IB Maths Applications (SL)
IB Psychology (SL)

BA (Hons) Illustration
School of Visual Arts, NYC

-Maintain current predicted grades

Student 3

ID Pathway
BTEC Art & Design
BTEC Business Studies
IB English Lang/Lit (SL)

BA (Hons) Illustration
OCAD University, Toronto

-IB English Lang (4)

Student 4

IBCP Pathway
BTEC Art & Design
English Lang/Lit (SL)
Maths AI (SL)
History (SL)

BA (Hons) Visual Art
UNSW, Sydney

-Maintain predicted grades of DD*, 6, 5, 5

Student 5

ID Pathway
BTEC Art & Design
BTEC Performing Arts
IB English Lang/Lit (SL)

Higher Diploma, Visual Communication
Hong Kong Design Institute

-D*D* in BTEC Art & Design
- D* in BTEC Performing Arts

Questions?

Email: *shanice.welsh@wis.edu.hk*